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RECEIVED
CENTRAL FAX CENTER
NOV 03 2006In the Claims:

Please amend the claims as follows:

1. (Currently Amended) A customer information control system comprising:
an address assigning section stored on a computer-readable medium and configured to
assign an individual e-mail address to a customer, to receive an electronic message from the
customer;
a memory section configured to store the individual address;
a communicating section stored on a computer-readable medium and configured to
receive an electronic message from the customer; and
a checking section stored on a computer-readable medium and configured to examine
whether a destination address of the electronic message is in agreement with the individual e-
mail address stored in the memory section.
2. (Currently Amended) The customer information control system as claimed in Claim 1,
wherein the address assigning section assigns the an individual e-mail address uniquely to each
customer; and the memory section stores the individual e-mail address of each customer in
association with customer information on that customer.
3. (Currently Amended) The customer information control system as claimed in Claim 2,
wherein the address assigning section assigns the an individual e-mail address to each customer
in response to a first act of the customer, and enables the customer to express a second act
subsequent to the first act by using the individual e-mail address.

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4. (Currently Amended) The customer information control system as claimed in Claim 3, wherein the memory section stores the individual e-mail address as a pair with the customer information for each customer; and the checking section examines the destination address of the electronic message to effect the second act and the customer information used in the electronic message to effect the second act, to determine whether the destination address and the customer information of the electronic message to effect the second act are in agreement with the individual e-mail address and the customer information stored as a pair in the memory section.

5. (Currently Amended) The customer information control system as claimed in Claim 4, wherein the address assigning section causes the communicating section to notify each customer of the individual e-mail address dedicated to the customer to enable the customer to express the second act, by sending an email message having the individual e-mail address as a return address of the email message.

6. (Currently Amended) The customer information control system as claimed in Claim 5, wherein the customer information comprises a customer address; the memory section stores the individual e-mail address as a pair with a customer address; and the checking section examines the destination address and a sender address of an email message to effect the second act, to determine whether the destination address and the sender address of the email message to effect the second act are in agreement with the individual e-mail address and the customer address stored as a pair in the memory section.

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7. (original) The customer information control system as claimed in any of Claims 3 to 6, wherein the customer information control system is a sales support system, and further comprises a sales support section to obtain customer information on each customer, and to perform a responsive sales support action based on the customer information in response to the first act of each customer.
8. (currently amended) The customer information control system as claimed in Claim 7, wherein the sales support section responds to the first act in the form of a computer-readable electronic message for a sales contract, by performing the sales support action to complete the sales contract; and wherein the sales support section is configured to perform the responsive sales support action in accordance with the customer information which comprises personal information and purchase-related information on a sales contract; and the memory section is configured to store the individual e-mail address in association with the personal information and purchase-related information for each customer.
9. (original) The customer information control system as claimed in Claim 8, wherein the sales support section is configured to arrange a date of delivery in response to the first act of each customer for a sales contract, and to notify each customer of the date of deliver for the customer.
10. (original) The customer information control system as claimed in Claim 8 or 9, wherein the purchase-related information comprises order information; the sales support section comprises a product data storage section to store data on products; a data management section to retrieve data on a product specified by the order information, from the product data storage

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section; and an estimating section to draw up an estimate of the product in accordance with the information obtained from the product data storage section.

11. (original) The customer information control system as claimed in Claim 8, 9 or 10, wherein the purchase-related information comprises trade-in information on a trade-in vehicle; the sales support section comprises a used car data storage section to store information on pre-owned vehicles; a data management section to retrieve data on a trade-in vehicle specified by the trade-in information, from the trade-in data storage section; and an assessing section to draw up an assessment of the trade-in vehicle in accordance with the data obtained from the trade-in data storage section.

12. (original) The customer information control system as claimed in Claim 8, 9, 10 or 11, wherein the purchase-related information comprises credit information on credit for a customer, and the sales support section comprises an examining section to determine whether to allow credit or not, in accordance with the personal information and credit information.

13. (original) The customer information control system as claimed in Claim 8, 9, 10, 11 or 12, wherein the customer information control system comprises a server system which comprises said address assigning section, said memory section, said communicating section, and said checking section, and at least one terminal comprising an input section to input the personal information and purchase-related information, and a communicating section to transmit the personal information and purchase-related information to the server system.

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14. (Currently Amended) A customer information control method comprising:
- assigning an individual e-mail address to a customer;
- memorizing the individual e-mail address; and
- examining a subsequent electronic message, following receipt thereof if received, to determine whether a destination address of the subsequent electronic message is in agreement with the individual e-mail address memorized.
15. (Currently Amended) The customer information control method as claimed in Claim 14, wherein an individual e-mail address is uniquely assigned to each of customers in response to a first act of the customer, and memorized in association with customer information on the customer; and
- wherein the customer information control method further comprises:
- receiving information representing the first act of each customer, and customer information on the customer; and
- enabling each customer to express a second act subsequent to the first act by using the individual e-mail address assigned to the customer.
16. (Currently Amended) The customer information control method as claimed in Claim 15, wherein the customer information comprises a customer address, the individual e-mail address is memorized as a pair with the customer address, and the destination address and a sender address of the subsequent electronic message are examined to determine whether the destination address and the sender address match the individual e-mail address and customer address memorized as a

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pair; and wherein the customer is notified of the individual e-mail address by sending, to the customer address, an email message having the individual e-mail address as a return address.

17. (Currently Amended) The customer information control method as claimed in Claim 15 or 16, wherein the customer information control method further comprises:

performing a first responsive sales support action in response to the first act from each customer; and

performing a second responsive sales support action in response to the subsequent electronic message from the customer only when the destination address of the subsequent electronic message is in agreement with the individual e-mail address.

18. (Currently Amended) The customer information control method as claimed in Claim 17, wherein the customer information control method further comprises performing a third responsive sales support action in response to the subsequent electronic message from the customer when the destination address of the subsequent electronic message is not in agreement with the individual e-mail address.

19. (original) The customer information control method as claimed in Claim 18, wherein the first act of each customer is in the form of a preceding electronic message to perform a transaction, the subsequent electronic message is an email message to alter the transaction, and the third responsive sales support action comprises an operation to send an email message notifying the customer that alteration of the transaction is not entered.

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20. (Currently Amended) A computer-readable medium bearing an executable computer program for customer information control, the computer program comprising:

a first program section of assigning an individual e-mail address in response to a computer-readable first electronic message;

a second program section of memorizing the individual e-mail address;

a third program section of enabling the customer to send a computer-readable second electronic message to the individual e-mail address assigned to the customer; and

a fourth program section of checking a destination address of the computer-readable second electronic message, to determine whether the destination address is memorized as the individual e-mail address.

21. (Cancelled)

22. (Currently Amended) An apparatus for customer information control, the apparatus comprising:

means for receiving information representing a first customer's electronic message addressed from a customer to a vendor;

means for assigning an individual e-mail address to the customer in response to the customer's first message;

means for recording the individual e-mail address assigned to the customer;

means for supplying the individual e-mail address to the customer;

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means for checking a customer's second electronic message, if received, to determine whether a destination address of the second electronic message is recorded as the individual e-mail address;

means for performing a first responsive operation when the destination address matches the individual e-mail address memorized; and

means for performing a second responsive operation when the destination address is not memorized as the individual e-mail address.

23. (Currently Amended) A transaction method comprising:

transmitting a first electronic message to make a transaction, to an online business site;

obtaining, from the online business site, an individual address uniquely assigned in response to the electronic message;

sending a second electronic message to the individual e-mail address; and

receiving a business action responsive to the second electronic message, from the online business site if a destination address of the second electronic message is in agreement with the individual e-mail address assigned to the customer.

24. (Currently Amended) The transaction method as claimed in Claim 23, wherein the first electronic message is a first email message from a customer address to an email address of the online business site, the individual e-mail address is uniquely assigned to the customer address, and the second electronic message is a second email message from the customer address to the individual e-mail address.

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25. (Currently Amended) The transaction method as claimed in Claim 23, wherein the first electronic message is transmitted by accessing the online business site which is a web site, to request information relating to the transaction; the transaction method further comprises supplying information about a customer address to the online business site; and the second electronic message is an email message sent from the customer address to the individual e-mail address.

26. (Currently Amended) A terminal apparatus comprising:

an input section to input personal information about a customer and purchase-related information about purchase;

a communication section to transmit the personal information and the purchase-related information to a server through a communication network, and to obtain an individual e-mail address assigned uniquely to the customer; and

a processor section to transmit an email message from a customer address to the individual e-mail address.

27. (Currently Amended) A computer-readable medium bearing instructions for a customer information control method, that upon execution of the instructions causes one or more processors to perform the steps of:

~~Computer program code for controlling a computer to carry out the method of any of Claims~~

~~14-19 or 23-25~~

assigning an individual e-mail address to a customer;

memorizing the individual e-mail address; and

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examining a subsequent electronic message, following receipt thereof if received, to determine whether a destination address of the subsequent electronic message is in agreement with the individual e-mail address memorized.

28. (Currently Amended) ~~A carrier medium for carrying the computer program code according to Claim 27~~ A computer-readable medium bearing instructions for a transaction method, that upon execution of the instructions causes one or more processors to perform the steps of:

transmitting a first electronic message to make a transaction, to an online business site;
obtaining, from the online business site, an individual e-mail address uniquely assigned in response to the electronic message;

sending a second electronic message to the individual e-mail address; and
receiving a business action responsive to the second electronic message, from the online business site if a destination address of the second electronic message is in agreement with the individual e-mail address assigned to the customer.

29. (Currently Amended) Customer information control equipment comprising:
receiving means for receiving a first message from a customer,
a processor for assigning to the customer an individual e-mail address,
storage means for storing the individual e-mail address,
transmitting means for transmitting the individual e-mail address to the customer,
wherein, if a further message is received from the customer by the receiving means, the processor is configured to compare the destination address to which the further message is sent,

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with the individual e-mail address stored in the storage means for the customer, and to perform a first response if the destination address matches the individual e-mail address or to perform a second response if the destination address does not match the individual e-mail address.

30. (Currently Amended) A customer information control server, comprising:

a network interface connecting said server to a network to which there is connected at least one customer terminal;

a storage device storing customer data including an individual e-mail address for said at least one customer;

instruction memory storing computer implementable instructions; and

a processor operable to read and process said customer data in accordance with said instructions stored in said instruction memory, wherein said instructions stored in said instruction memory comprise instructions for controlling said processor to

receive a first message from said customer via said network interface;

assign an said individual e-mail address to said customer;

input said individual e-mail address for said customer to said storage device;

transmit said individual e-mail address to said customer terminal via said network interface;

receive a further message from said customer terminal via said network interface;

compare a destination address of said further message with said individual e-mail address stored by said storage device; and

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perform a first response if said destination address matches said individual e-mail address
or to perform a second response if said destination address does not match said individual e-mail
address.